

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



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# Asters and Aster Seed

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## WHOLESALE of Quality AND RETAIL

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### Seeds

Seeds play a very important part in the success of every producer of asters, and since we are growing and shipping the cut asters to the leading florists of the Pacific Northwest, and seed to every state in the union, we take great pride in producing the very best stock possible.

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### Improving Seed Strains

Improving Seed Strains proves to be very tedious and few people have the patience necessary to develop unusual products along these lines. Ardent love for the work, close application and careful attention to the most minute details in the cultivation of our asters, have terminated in the most ideal results; placing our stock ahead of everything on the Pacific Coast.

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### Exhaustive Tests

Exhaustive Tests of both home grown and imported stocks are made each year in our trials; and since asters are one of the most important summer and autumn flowers, it is our purpose to offer only such seed as can be planted with perfect confidence that nothing better can be procured.

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### Quality of Seed Assured

Ideal conditions are found here for the successful development of the aster; and while this is not an arid district, our summers are very dry and all our asters are grown under the Skinner System of Irrigation. This gives us complete control of the moisture during the growing season, whereby the plants are grown strong and healthy with perfect ripening conditions, securing for us seed of excellent quality and of extraordinary germinating power.

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### Fancy Asters for Florists

The demand for fancy stock of asters can not be supplied and our purpose is to furnish only this grade, there being plenty of cheap stuff all over the country. Since 1904 we have made a specialty of asters for cutting. As a result the H and J quality asters have become well known to all the leading florists of the Pacific Northwest as first grade stock.

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### Long Shipments

For several years our asters have been successfully sent by express as far east as Chicago, Kansas City, and St. Louis. Our method of handling the stock has proven a success. All the asters are carefully packed with plenty of ice which insures sufficient moisture and keeps the flowers cool while in transit.

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### Prices

Prices are in keeping with quality of flowers offered and range from three to six dollars per one hundred depending on the quality and size of bloom and the supply of stock which usually becomes more plentiful as the season advances. Colors, white, shell pink, rose pink, lavender and purple, the lighter shades predominating in each shipment.

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Halftone used on the front cover of the Convention number of the Florists Review August 17, 1911. Photo was furnished by us and is a vase each of Improved Giant Crego and Improved Rochester Asters.

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**Pacific Beauty**

A new aster originating with us. Is a most beautiful form of flower. The petals are wide and long and so gracefully curled as to give it an unusually attractive appearance. The plants like the Giant Crego are of a vigorous growth, bearing a profusion of immense blooms measuring five to six inches in diameter.



**Peerless Late Branching**

# THE H & F QUALITY Oregon Grown Aster FOR FLORISTS

Cutting Season August 1st to October 1st



**Asters in Oregon, Their Natural Home**

Since 1905 we have made a specialty of asters for the market and during this time we have tested many of the new and old varieties of this flower. It has been our purpose from the beginning to handle only those asters best suited to the needs of the cutflower trade. We find in every instance that our own selection of Oregon Grown Seed produces much better results than any seed we can buy, and every aster we handle improves with the culture we give it in fair, mild, productive Oregon.

The aster in its various forms is quite as indispensable in summer for cutting as is chrysanthemums in early autumn and winter. In our improved types of the aster there is certainly a striking resemblance to its splendor and for many reasons they could justly be entitled "The Chrysanthemum of Summer." For these improved forms surely defy in fantastic appearance as well as in size, many varieties of the "Queen of the Autumn."

Our experience in growing this important summer annual for the florists of the Pacific Northwest has given us a wide acquaintance with the many types offered in the seed catalogues of today and their real value to the trade. In order that our list may not be confusing, we are offering only the best of variety or form of flower and feel certain that asters can be found in this list to cover every possible need of the professional grower as well as the florist.

Address all communications to

**HERBERT & FLEISHAUER**

**Aster Specialists**

**McMinnville, Ore.**



**Peerless Late Branching**

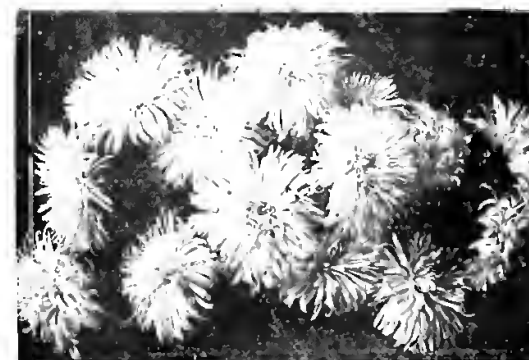
This excellent strain of late branching aster of American origin, has steadily improved under rigid culture so that it now fully meets the demand for this type of high class, quick selling commercial aster.

**Improved Giant Crego**

This is without doubt one of the best asters now in cultivation; and by our most careful and painstaking selection, it has reached a state of perfection hitherto unknown. The immense fluffy flowers are most beautifully formed averaging five to six inches in diameter and very full to the center. The form of the flower together with the length of the stem, places it at the head of asters for cutting. The plants are free blooming and vigorous, producing strong stems twenty to thirty inches long. The flowers when cut, keep longer in good condition than many asters of this type. In bloom from mid-August through September.

**Prices Reasonable**

It is true that we are not seeking a reputation for cheapness but rather place quality first. However we feel that our prices are as low as the best grade can be sold and that no one can supply stock equal to ours for less money.



**Improved "Rochester"**

In size and beauty the Rochester is second to none. It is among the finest of the midseason asters.

**BUY SUPERIOR ASTER SEED**  
**GROWN AT**  
**THE HOME OF ASTERS**  
*where the question of*  
**QUALITY IS OF UTMOST IMPORTANCE**

Grow the best asters; they occupy no more space and require no more labor.

**NEW PRICE LIST FOR THE  
1920 CROP**

The prices in this list cancel all previous offers

**The Most Popular Early and Medium  
Early Asters**

**Queen of the Market**—First early and a profuse bloomer in white, light pink, lavender and purple. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Daybreak Purity and Imperial Lavender**—Comprise a collection of asters characterized by their profusion of very double ball-shaped blossoms of large size on good stems.

**Daybreak**—Exquisite shade of light pink. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Purity**—A pure white of great beauty. Extra fine strain and a shy seeder. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Imperial Lavender**—Similar to Daybreak in form and size, having about the same depth of color and blooming about the same time. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**The Royal**—Vigorous and productive. White, shell pink, rose pink, lavender and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Lavender Gem**—The very best early lavender. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**The Leading Mid-Season Comet Asters**

**Improved Rochester**—Among the finest in white, lavender pink, shell pink, lavender and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Giant Comet**—A well known Comet type, in white, rosy lilac, azure blue. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ ounce 30c.

**White Fleece**—Perfect flowers of glistening white. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Astermum**—A select strain of this aster in white, pink and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Triumph Comet**—A magnificent new class of mid-season Aster, in white and shell pink. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Unequaled Assortment of Superior Mid-  
Season to Late Asters**

**Improved Giant Crego**—One of the best Asters for florists now in cultivation. Colors, white, shell pink, rose pink, lavender and purple. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Pacific Beauty**—The finest lavender of the Comet type. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**Dreer's Super Late Branching**—A careful selection of this well known aster. White, shell pink, rose pink, lavender, azure blue and purple. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Peerless Late Branching**—By far the best of all the late branching asters. Colors, white, shell pink, rose pink, and purple. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Giant Crimson**—A dark velvety crimson which attracts much attention. Ounce \$1.50, ½ oz. 80c, ¼ oz. 45c, ⅛ oz. 25c.

**Crimson King**—A well known aster of special merit. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**New Asters for 1921**

Sold this year in packets only containing about 1/16 ounce each at 50c per packet.

**Lavender Pink Peerless**—Same shade as Lavender Pink Rochester.

**Azure Blue Peerless**—A deep rich lavender

**Azure Blue Astermum**—Beautiful shades of azure blue.

The above new asters being only new in color and the same in type as asters already introduced it seems practical to list them as such and thereby avoid much confusion.

**A Great Future for Asters**

Very few persons, even in the trade, appreciate the real value of the aster, and few growers realize to what mammoth proportions this business can be developed by careful handling. It is only by the most painstaking effort while making a specialty of the aster that we were able to get the attention of the critical customer. It is the perfect quality of the mammoth chrysanthemum like blooms which gives the stock prestige over all other asters on the market.

**Experience of Value**

In no line of business is the experience which comes with passing time of more benefit than in the production of good asters, and being for years actual producers of all the seed offered for sale in our lists, we feel safe in saying that this stock, if properly handled, will give entire satisfaction to the most critical grower of this popular flower.

**Prices Reasonable**

Our prices are as reasonable as good seed can be produced; and the utmost care is used in the selecting, roguing, harvesting and threshing of this stock. Prices, however, should be the last thing to consider when buying seeds. If you regard results taking into consideration the high cost of labor of today, land value, loss of time and injury to trade along with minor disappointments accompanying crop failures, no price would be considered too high to pay for good seed.

**Eastern Customers**

Atlantic coast customers who do not wish to send so far for their seed can now obtain the H. & F. Quality Aster Seed in original packets from Roman J. Irwin, 108 West 28th Street, New York City.

**HERBERT & FLEISHAUER**  
**ASTER SPECIALISTS**

**McMINNVILLE,**

**OREGON**

